
HOUSE RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO SEEK AN AGREEMENT WITH MAJOR TELEVISION NETWORKS AND MAINLAND WEATHER CHANNELS TO INCLUDE A REPORT OF HAWAII'S WEATHER IN THEIR WEATHER REPORTS.

1 WHEREAS, Hawaii is blessed with warm, tropical weather as
2 the State is cooled by the trade winds of the Pacific Ocean; and
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4 WHEREAS, the average temperature in the State's capital,
5 Honolulu, is 76 degrees Fahrenheit, and the average annual
6 precipitation in Honolulu is 28 inches; and
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8 WHEREAS, as major mainland cities such as Minneapolis,
9 Chicago, and New York City continue to endure bad weather,
10 Hawaii's sunny and balmy climate remains constant; and
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12 WHEREAS, while local morning and evening news television
13 stations routinely broadcast weather from across the United
14 States, the major mainland networks rarely report Hawaii's
15 weather; and
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17 WHEREAS, mainland residents who are currently enduring bad
18 weather are likely to be influenced to visit Hawaii if major
19 mainland networks broadcasted Hawaii's alluring weather; and
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21 WHEREAS, a cost-effective way to increase tourism to Hawaii
22 year-round is to have Hawaii's weather shown on major networks
23 and mainland weather channels; now, therefore,
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25 BE IT RESOLVED by the House of Representatives of the
26 Twenty-sixth Legislature of the State of Hawaii, Regular Session
27 of 2011, that the Hawaii Tourism Authority is urged to seek an
28 agreement with mainland weather channels and major broadcast
29 networks to include a report of Hawaii's weather in their



1 weather reports to promote Hawaii and influence viewers and
2 listeners to visit Hawaii; and
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4 BE IT FURTHER RESOLVED that certified copies of this
5 Resolution be transmitted to the Chair of the Board of Directors
6 and President of the Hawaii Tourism Authority; the Director of
7 Business, Economic Development, and Tourism; and the Under
8 Secretary of Commerce for Oceans and Atmosphere, and National
9 Oceanic and Atmospheric Administration Administrator.
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OFFERED BY:

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